

## **IOWAccess Final Report**

### **Project 10 — Electronic Commerce Business Plan and User Workbook**

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#### MISSION

Draft a business plan for Iowa to identify and analyze intergovernmental opportunities that implement electronic commerce; and write a guidebook which defines electronic commerce and encourages collaboration to meet the needs of government's global customers.

#### TEAM MEMBERS

Team Lead - Cynthia Eisenhauer, Iowa Workforce Development  
Ellen Huntoon, US Department of Agriculture  
Brett Mills, State Treasurer's Office  
Ray Vawter, Iowa Utilities Board  
Mary Maloney, Polk County Treasurer  
Judy Peppler, US West Communications  
Tom Clark, Ames Consultant  
Dan Synder, US Department of Agriculture  
Bruce Coney, Iowa Department of Economic Development  
Mark Slattery, Iowa Department of Natural Resources  
Mike Grolmus, Dahl's Foods  
Mike (Tom) Cotton, City of Sabula, Iowa

## **I. APPROACH**

#### BACKGROUND

Enterprises around the world are finding that electronic commerce is setting new standards for customer access and convenience. Iowa governments are choosing to explore the use of electronic commerce to make government more accessible and user friendly. Many federal, state and local government agencies have initiated electronic commerce projects already and are finding that the benefits can exceed the investments, and that the possibilities for government electronic commerce applications are limited only by the imagination.

The purpose of the Electronic Commerce Business Plan and Guidebook is to describe a process by which electronic commerce applications can be identified, evaluated, implemented and evaluated. Processes in the Plan and the Guidebook emphasize interagency and intergovernmental collaboration in the development and implementation of electronic commerce applications. Use of the Plan and Guidebook by government organizations will result in effective management of electronic commerce ideas in Iowa.

#### THE PROJECT TEAM

Individuals involved in the creation of the Business Plan and Guidebook included individuals from federal, state and local government agencies, as well as individuals from banking, telecommunications, and economic development. These individuals

represented both providers and constituents of government products, services, and regulations.

#### PRODUCT DEVELOPMENT

The team drafted outlines of the Business Plan and Guidebook and researched companies with electronic commerce knowledge and experience. A Request of Proposals was drafted and published on the Internet, attracting many inquiries and several proposals. After evaluating the proposals, KPMG Peat Marwick was selected and the contractor to assist the team in development of the Business Plan and Guidebook.

As the documents evolved, the team relied more heavily on individuals representing Iowa Information Technology Services (ITS) in evaluating drafts of the document, since ITS had been identified early in the project as the organization ultimately responsible for implementing and updating the Business Plan and Guidebook.

## **II. COST / BENEFIT ANALYSIS**

*Project timeframe, project expenditures, ongoing costs, project benefits, etc. to be completed October 11, for final report deadline.*

## **III. EVALUATION**

The draft Business Plan and Guidebook and an evaluation survey will be sent to individuals representing the following groups to determine if they are understandable and useful:

- Agencies and associations who participated in phone surveys during development of the Business Plan and Guidebook (both management and technical representatives)
- Intergovernmental decision makers with little or no knowledge of electronic commerce
- Other states identified by Iowa Interactive, the company providing the electronic gateway for Iowa intergovernmental electronic commerce applications
- Other IOWAccess teams whose projects relate to electronic commerce

The project team will seek technical assistance in the development of the survey to make sure the results will accurately reflect the usefulness of the Business Plan and Guidebook. It is expected that respondents will be given adequate time to complete the survey in order to "test" the Guidebook process on a potential electronic commerce application. Development of the survey and compiling the results will take approximately three months.

Respondents will be asked to evaluate clarity of the prescribed processes, the extent to which interagency/intergovernmental collaboration will actually occur, and the accuracy of the electronic commerce application evaluation methodology.

## **IV. FUTURE PLANS**

### *Unapproved Draft*

(EXPANSION) The Project Team believes expansion of the project is no longer applicable. As the plan developed the expansion became a part of the implementation and budget process of the entities that utilize the Business Plan.

(MAINTENANCE) The Project Team recommends that ITS adopt a process for updating the plan every six months or sooner depending upon circumstances. ITS, with the advice of the IOWAccess Advisory Council (Council) and the electronic commerce user group, should decide what data should be updated and how future efficiencies will be recognized and implemented.

(INTERGOVERNMENTAL & CITIZEN FOCUS) The Project Team recommends that ITS and the Council, with the assistance of the electronic commerce user group, develop a method for soliciting input from citizens and users. Information received from this solicitation should be reviewed and analyzed by ITS, the Council and the electronic commerce user group and a mechanism for feedback be developed.

(MARKETING/PUBLIC AWARENESS) The Business Plan and Guidebook provides a place/process for people to learn more about how to maximize opportunities to conduct business electronically. The Business Plan and Guidebook "customer" includes a broad audience, including government entities (federal, state and local government agencies), businesses, and citizens. Our "customers" will rely on the Business Plan and Guidebook to develop methods that deliver products and services more efficiently.

As the Business Plan and Guidebook evolve, it will provide a source of development standards for its "customers", allowing for organized solutions to implementation of electronic commerce applications throughout the state. The benefits of this Business Plan and Guidebook to its "customers" are guidance, process and order.

The Business Plan and Guidebook's strengths include: the structure of a cross-section of participation in the plan's development; its ability to be a single-source for planning; the pool of resources; and its voluntary participation. The fact that projects are already developed without guidance from a standard will affect the Business Plan and Guidebook's effectiveness.

The biggest marketing opportunity for the Business Plan and Guidebook will be with the citizens of Iowa and their representative leaders. Through publication on the Iowa web site, distribution through the Federal Executive Council, association communications, inclusion in government leadership press conferences, and ITS's communication and cooperation with state agencies, the Business Plan and Guidebook will become a tool used to develop more accessible and efficient delivery of government services. Marketing obstacles are recognized because of a lack of connectivity between government levels and agencies, changes in government administrations, issues of security and privacy, policy decisions, and the battles of project ownership/responsibility.

The marketing plan for the Business Plan and Guidebook will include a short, descriptive brochure about the benefits and availability of the Business Plan and Guidebook.

*Unapproved Draft*

(EVALUATIONS) The Project Team recommends that ITS adopt a process for regularly evaluating and updating the Business Plan and Guidebook. The process should include individuals representing all levels of government, companies who have successfully integrated electronic commerce into their business plans, and experts in technology and communications.

The electronic commerce user group suggested in the Business Plan can play a lead role in continuous improvement of the Business Plan and Guidebook. The user group can also help ITS develop a process for recruiting and using customer feedback as a tool to enhance customer service and streamlining government processes.